Stephanie Schapowal

Senior Product Designer
NYC

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Experience

The Museum of Modern Art
Senior Product Designer — Jun 2023 – present
Product Designer — Oct 2021 – Jun 2023

- I design and ship features to support the visitor experience both online and in the galleries, reaching over 20 million visitors annually.

- I led end-to-end design of MoMA's single sign-on system, unifying login flows across platforms as the foundation for membership's future digital growth.

- I redesigned moma.org's global navigation, resulting in an 8% increase in top-of-funnel traffic to online ticketing.

- I redesigned MoMA's digital visitor guide, tripling traffic to the online map and increasing traffic from the guide to key pages by 35%.

- I evolve MoMA's design system by leading accessibility audits and component updates, and collaborating with engineers on a Tailwind library. I developed our team's UX research processes, including usability testing and interviews.

- I spoke at Figma Config 2022 with Eric Li, as well as MCN 2024 with Madhav Tankha, about product design at MoMA.

Big Human
Product Designer — Oct 2019 – Oct 2021

- I led design of consumer-facing products from discovery through delivery, including branding, high-fidelity UI, and stakeholder presentations for clients including startups, healthcare nonprofits, fintech, and e-commerce.

- I contributed to a redesign of TD Ameritrade's pattern library and chart styles to meet WCAG accessibility standards, improving usability across their platform.

- Subdial, a studio-initiated community resource app that I designed and branded, was named one of Time Magazine's Best Inventions of 2021.

Imprint Projects
Junior Designer — May 2018 – Aug 2019
Design Intern — Jan – Apr 2018

- I collaborated with strategy and production teams on brand activations and multi-surface campaigns for clients like Levi's, Nike, and Muji.

- I redesigned the studio's marketing website, capturing several quality leads.

- My work on a Spotify for Artists activation led to a 77% increase in positive brand perception by attendees.

Skills

Visual design, UX, interaction design, information architecture, branding, design systems, prototyping, accessibility, user research, A/B testing, HTML and CSS

Education

Virginia Commonwealth University
BFA in Graphic Design — May 2017

New York University
Class: Web Front-End Foundations — Oct 2025